

Anca Irimia

AI & CLOUD SOLUTIONS | CUSTOMER SUCCESS

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Making AI solutions useful for real people.

16+ years of customer-facing experience and **7+ years** in automation and project management, now focused on **applied AI and cloud architecture**. I build efficient systems that make life easier for teams and users.

100%	+40%	−70%	+60%	95%
faster license delivery	customer retention	manual reporting	sales team efficiency	customer satisfaction, up from 70%

Experience

Sales Administrator & Project Manager

Native Instruments · 11/2018 – 08/2026 · Berlin, Germany

PROJECT MANAGEMENT

- Led the end-to-end move to Xchange, coordinating cross-functional teams and building the technical and automation setup (mappings, invitations, tiered pricing).
- Defined project plans, deadlines and responsibilities, and kept key external partners (dealers, the Xchange team) aligned.
- Validated the setup with test customers before the first live orders, and delivered automated workflows for price calculation, distribution and uploads.
- **Result:** license delivery became instant (100% faster) and customer retention rose by 40%.

AUTOMATION & ANALYSIS

- Built an automation pipeline that merges 150+ sell-through reports into one dataset in Qlik Sense, used for company-wide forecasting.
- Cut manual reporting by 70% with automated workflows, giving several departments better visibility and more accurate data.
- Made the sales team 60% more efficient through process automation (Apps Script, queries, advanced formulas).
- Designed and launched a homepage for the Hardware Service Portal, improving the repair flow and spare-part searches by 40%.
- Raised OEM and customer satisfaction from 70% to 95% through proactive delivery of software products and clear, consistent communication.

Sales Analyst

Michelin (UK region) · 03/2015 – 10/2018 · Bucharest, Romania

- Managed commercial conditions and pricing based on contractual agreements.
- Consistently beat monthly targets by 15% by keeping payments, commercial conditions and prices accurate.
- Raised customer satisfaction from 90% to 96% by resolving claims efficiently; kept an average KPI score of 90% and a 95% pass rate in internal controls.
- Helped lower costs by taking part in hiring and bringing in highly skilled team members.

Front Office Coordinator

West Plaza Hotel · 09/2012 – 02/2015 · Bucharest, Romania

- Handled a high volume of guest interactions, keeping service to brand standards.
- Took ownership of complex cases, using active listening and root-cause analysis to resolve them.
- Represented the hotel at trade fairs, winning new clients and supporting revenue growth.

Consultant in Management and Marketing

C'est Toi Jeans · 10/2013 – 05/2014

- Designed a points-based customer loyalty programme and analysed its profitability and risks.
- Proposed ideas to attract new members and strengthen their long-term connection with the brand.

Retail Sales Consultant

Romanian Commercial Bank (Erste Group) · 2010 – 2012 · Huși, Romania

- Reached 120% of sales goals for 5 months in a row by cross-selling Group products.
- Built lasting customer relationships through attentive advice and strict regulatory compliance.

Projects

- **AI Portfolio Assistant**: chatbot with text and voice that answers questions about my experience, using retrieval-augmented generation over a knowledge base in S3. *Lambda, API Gateway, OpenAI API, S3*
- **Serverless Quote Generator**: REST API with least-privilege IAM roles, CloudWatch logging and X-Ray tracing. *DynamoDB, Lambda, API Gateway*
- **Cloud Resume Challenge**: fully automated, serverless resume site with custom domain, HTTPS, a live visitor counter and infrastructure in Terraform. *S3, CloudFront, Lambda, DynamoDB, Terraform, GitHub Actions*
- **To-Do List App**: React app with Cognito authentication, Amplify Data and Git-based CI/CD. *AWS Amplify, React, Cognito*

Education

- **AI Consultant and Integration**, Ironhack · 30 Nov 2026 – 12 Feb 2027 Upcoming
- Master's degree in Management in Finance and Banking, Alexandru Ioan Cuza University, Iași
- Master's degree in Management and Marketing in Tourism, The Bucharest University of Economic Studies
- Bachelor's degree in Banking and Finance, Alexandru Ioan Cuza University, Iași

Certifications

- **AWS Certified AI Practitioner**, Amazon Web Services (March 2026)
- AWS Solutions Architect training, Cantrill.io
- Ultimate AWS Certified AI Practitioner AIF-C01, Udemy (Stéphane Maarek)

Languages

Romanian (native) · English (C2) · German (B1) · Spanish (A2)

Skills

CLOUD & DEVOPS

AWS · IAM · S3 · EC2 · VPC · ALB · Lambda · DynamoDB · Route 53 · Amplify · CloudFront · Cognito · API Gateway · Bedrock · Terraform · GitHub Actions · Azure · Google Cloud

AUTOMATION, DEVELOPMENT & TOOLS

Apps Script · Google Sheets (expert) · Workflow automation · Python · SQL · JavaScript · React · HTML & CSS · Qlik Sense · Oracle EBS · Asana · Confluence · Zendesk · SDBS · Microsoft 365 · GitHub

STRENGTHS

Customer focus · Consulting mindset · Project management · Process optimisation · Clear communication · High empathy · Continuous learning